

ESTTA Tracking number: **ESTTA432870**

Filing date: **09/28/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	BBY SOLUTIONS, INC.
Granted to Date of previous extension	09/28/2011
Address	7601 PENN AVENUE SOUTH Richfield, MN 55423 UNITED STATES
Attorney information	Christopher M. Kindel Fulbright & Jaworski L.L.P. 98 San Jacinto Blvd., Suite 1100 Austin, TX 78701 UNITED STATES aotrademark@fulbright.com, mmetteauer@fulbright.com, ckindel@fulbright.com, kpfertner@fulbright.com Phone:512.474.5201

### Applicant Information

Application No	85221661	Publication date	05/31/2011
Opposition Filing Date	09/28/2011	Opposition Period Ends	09/28/2011
Applicant	Valleybuy LLC #301 1521 Concord Pike Wilmington, DE 19803 UNITED STATES		

### Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Adapters; Batteries; Battery chargers; Memory cards
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


### Marks Cited by Opposer as Basis for Opposition

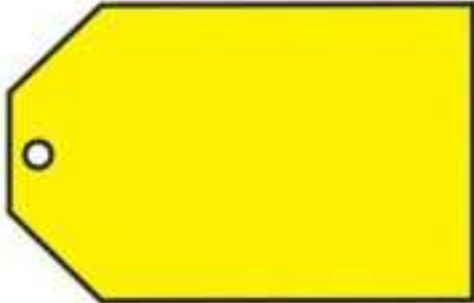
U.S. Registration No.	2638360	Application Date	10/04/2000
Registration Date	10/22/2002	Foreign Priority Date	NONE
Word Mark	BESTBUY.COM		

Design Mark	<b>BESTBUY.COM</b>
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 2000/01/23 First Use In Commerce: 2000/01/23 Online retail store services in the field of major household appliances, photographic equipment, telecommunication equipment, video equipment, audio equipment, personal computers and other home office products, imaging equipment, digital equipment, entertainment furniture, computer software, entertainment software including compact discs, digital versatile discs or DVD, pre-recorded audio and video cassettes, gift cards, batteries, automotive audio equipment accessories and related merchandise; promoting the sale of the sale of the goods and services by creating and implementing sweepstakes and other promotional offers in the nature of entertainment-related coupons and e-mail campaigns</p> <p>Class 037. First use: First Use: 2000/01/23 First Use In Commerce: 2000/01/23 Installation and maintenance of automotive audio equipment, major household appliances, photographic equipment, video equipment, audio equipment, imaging equipment, digital equipment, telecommunication equipment, personal computers, computer software, and other related home office products and merchandise</p> <p>Class 042. First use: First Use: 2000/06/12 First Use In Commerce: 2000/06/12 Computer services in the nature of on-line publications, reviews, and articles in the field of entertainment</p>

U.S. Registration No.	3416626	Application Date	09/06/2007
Registration Date	04/29/2008	Foreign Priority Date	NONE
Word Mark	BEST BUY		
Design Mark	<b>BEST BUY</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1983/10/09 First Use In Commerce: 1983/10/09 Retail store services in the field of consumer electronics and household appliances</p>		

U.S. Registration No.	3526666	Application Date	10/31/2007
Registration Date	11/04/2008	Foreign Priority Date	NONE
Word Mark	BEST BUY MOBILE		

Design Mark	
Description of Mark	The mark consists of the words "Best Buy" in black inside a yellow tag design together with the word "Mobile" in black letters wherein the letter "O" is composed of an air waves symbol.
Goods/Services	Class 035. First use: First Use: 2007/08/01 First Use In Commerce: 2007/08/01 retail store services in the fields of telecommunication and information technology products

U.S. Registration No.	3615955	Application Date	10/07/2008
Registration Date	05/05/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a tag design in the color yellow outlined in black as shown in the drawing.		
Goods/Services	Class 035. First use: First Use: 1989/06/06 First Use In Commerce: 1989/06/06 Retail store services in the field of consumer electronics and household appliances Class 037. First use: First Use: 1989/06/06 First Use In Commerce: 1989/06/06 Installation, maintenance, and repair of consumer electronics and household appliances		

U.S. Registration No.	3796621	Application Date	09/22/2008
Registration Date	06/01/2010	Foreign Priority Date	NONE
Word Mark	BEST BUY		
Design Mark			

Description of Mark	The mark consists of words "BEST BUY" in the color white and a tag design in the color yellow with a blue background as shown in the drawing.
Goods/Services	Class 035. First use: First Use: 2008/08/07 First Use In Commerce: 2008/08/07 Retail store services in the field of consumer electronics, major household appliances, home theater equipment, photographic equipment, cellular phones, telecommunications products and services, information technology products, video equipment, audio equipment, portable electronic devices and related accessories, personal computers and other home office products, imaging equipment, digital equipment, video and electronic games, video and electronic game equipment and accessories, entertainment furniture, computer software, entertainment software, compact discs, digital versatile discs or DVDs, audio and video recordings, gift cards, books, magazines, batteries, automotive audio equipment; Provision of consumer product information and consumer advice relating to the foregoing

U.S. Registration No.	3807735	Application Date	08/29/2008
Registration Date	06/22/2010	Foreign Priority Date	NONE

Word Mark	BEST BUY
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Design Mark	
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Description of Mark	The mark consists of the words "BEST BUY" and a tag design.
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Goods/Services	Class 035. First use: First Use: 2008/08/07 First Use In Commerce: 2008/08/07 Retail store services in the field of consumer electronics, major household appliances, home theater equipment, photographic equipment, cellular phones, telecommunications products and services, information technology products, video equipment, audio equipment, portable electronic devices and related accessories, personal computers and other home office products, imaging equipment, digital equipment, video and electronic games, video and electronic game equipment and accessories, entertainment furniture, computer software, entertainment software, compact discs, digital versatile discs or DVDs, audio and video recordings, gift cards, books, magazines, batteries, automotive audio equipment; Provision of consumer product information and consumer advice relating to the foregoing
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Attachments	76142158#TMSN.gif ( 1 page )( bytes ) 76681653#TMSN.gif ( 1 page )( bytes ) 77318423#TMSN.jpeg ( 1 page )( bytes ) 77586929#TMSN.jpeg ( 1 page )( bytes ) 77575922#TMSN.jpeg ( 1 page )( bytes ) 77559242#TMSN.jpeg ( 1 page )( bytes ) valleybuy.pdf ( 24 pages )(866195 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Christopher M. Kindel/
Name	Christopher M. Kindel
Date	09/28/2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No.: 85/221,661  
by VALLEYBUY LLC for the Mark: VALLEY BUY and Tag Design  
Filed: January 19, 2011  
Published in the *Official Gazette* on May 31, 2011

BBY SOLUTIONS, INC.,  
Opposer,

v.

Opposition No. \_\_\_\_\_

VALLEYBUY LLC,  
Applicant.

**NOTICE OF OPPOSITION**

Opposer, BBY Solutions, Inc., a Minnesota corporation having a principal place of business at 7601 Penn Avenue South, Richfield, MN, 55423, ("Opposer"), believes that it will be damaged by registration of the mark shown in Application Serial No. 85/221,661 for the mark VALLEY BUY and Tag Design and hereby opposes the same under the provisions of 15 U.S.C. § 1063.

As grounds of opposition, Opposer asserts that:


1. Opposer's parent company Best Buy Co., Inc. ("Best Buy Co.") is one of the nation's largest retailers, offering a wide range of products through its BEST BUY retail stores and BestBuy.com website. Opposer is the owner of the trademarks used by Best Buy Co.'s operating companies Best Buy Stores, L.P. and BestBuy.com, L.L.C., which operate the referenced retail stores and website, respectively, and are licensed by Opposer. Opposer, Best

Buy Stores, L.P. and BestBuy.com, L.L.C. and their predecessors-in-interest and affiliates are referred to collectively herein as “Best Buy.”

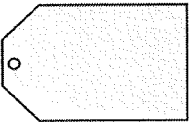

2. Best Buy adopted and began using the BEST BUY mark and trade name as early as 1983 and adopted and began using the BEST BUY Logo and Tag Design mark at least as early as 1989 (collectively, the “Best Buy Marks”). Best Buy has continuously used the Best Buy Marks and related tag design marks in connection with retail store services since their adoption.


3. Best Buy’s BEST BUY retail stores and its BestBuy.com website carry a wide range of consumer electronics under the Best Buy Marks, including adapters, batteries, battery chargers and memory cards. Best Buy also offers a large number of different private label consumer electronics products through its BEST BUY retail stores and BestBuy.com website.

4. Best Buy is the owner of the following U.S. Trademark Registrations for the Best Buy Marks:

REG. NO.	MARK	GOODS/SERVICES	FIRST USE IN COMMERCE (at least as early as)
2,638,360	BESTBUY.COM	<p><u>Class 35:</u> Online retail store services in the field of major household appliances, photographic equipment, telecommunication equipment, video equipment, audio equipment, personal computers and other home office products, imaging equipment, digital equipment, entertainment furniture, computer software, entertainment software including compact discs, digital versatile discs or DVD, pre-recorded audio and video cassettes, gift cards, batteries, automotive audio equipment accessories and related merchandise; promoting the sale of the goods and services by creating and implementing sweepstakes and other promotional offers in the nature of entertainment-related coupons and e-mail campaigns.</p> <p><u>Class 37:</u> Installation and maintenance of automotive audio equipment, major household appliances, photographic equipment, video equipment, audio equipment, imaging equipment, digital equipment, telecommunication equipment, personal computers, computer software, and other related home office products and merchandise.</p> <p><u>Class 42:</u> Computer services in the nature of on-line publications, reviews, and articles in the field of entertainment.</p>	January 23, 2000
3,416,626	BEST BUY	<u>Class 35:</u> Retail store services in the field of consumer electronics and household appliances	October 9, 1983
3,526,666		<u>Class 35:</u> retail store services in the fields of telecommunication and information technology products	August 1, 2007



REG. NO.	MARK	GOODS/SERVICES	FIRST USE IN COMMERCE (at least as early as)
3,615,955		<p><u>Class 35</u>: Retail store services in the field of consumer electronics and household appliances.</p> <p><u>Class 37</u>: Installation, maintenance, and repair of consumer electronics and household appliances.</p>	June 6, 1989
3,796,621		<p><u>Class 35</u>: Retail store services in the field of consumer electronics, major household appliances, home theater equipment, photographic equipment, cellular phones, telecommunications products and services, information technology products, video equipment, audio equipment, portable electronic devices and related accessories, personal computers and other home office products, imaging equipment, digital equipment, video and electronic games, video and electronic game equipment and accessories, entertainment furniture, computer software, entertainment software, compact discs, digital versatile discs or DVDs, audio and video recordings, gift cards, books, magazines, batteries, automotive audio equipment; Provision of consumer product information and consumer advice relating to the foregoing.</p>	August 7, 2008

REG. NO.	MARK	GOODS/SERVICES	FIRST USE IN COMMERCE (at least as early as)
3,807,735	<b>Best Buy</b> 	<u>Class 35:</u> Retail store services in the field of consumer electronics, major household appliances, home theater equipment, photographic equipment, cellular phones, telecommunications products and services, information technology products, video equipment, audio equipment, portable electronic devices and related accessories, personal computers and other home office products, imaging equipment, digital equipment, video and electronic games, video and electronic game equipment and accessories, entertainment furniture, computer software, entertainment software, compact discs, digital versatile discs or DVDs, audio and video recordings, gift cards, books, magazines, batteries, automotive audio equipment; Provision of consumer product information and consumer advice relating to the foregoing.	August 7, 2008

5. U.S. Trademark Registration Nos. 2,638,360, 3,416,626, 3,526,666, 3,615,955, 3,796,621 and 3,807,735 are valid, subsisting and enforceable. Copies of these registrations are attached as Exhibit A.

6. Best Buy has continuously promoted its retail services under the Best Buy Marks nationwide through various media, including print advertising, television, the Internet (including web-based advertising and on its own website, located at [www.BestBuy.com](http://www.BestBuy.com)). Moreover, the Best Buy Marks are prominently displayed on Best Buy employee uniforms and in the exterior and interior signage of over 1000 Best Buy retail stores nationwide.

7. Best Buy has expended considerable effort and expense in promoting the Best Buy Marks and the services offered under the marks with the result that the purchasing public has come to know, rely upon and recognize the services of Best Buy by the Best Buy Marks. Best Buy has established valuable goodwill in its Best Buy Marks.

8. As a result of these efforts, the BEST BUY mark, BEST BUY Logo and Tag Design mark have become famous.

9. The BEST BUY Logo and Tag Design mark is inherently distinctive.

10. Applicant VALLEYBUY LLC (“Applicant”) seeks to register the VALLEY BUY and Tag Design mark shown below (“Applicant’s Mark”) for “Adapters; Batteries; Battery chargers; Memory cards” in International Class 9 (“Applicant’s Goods”).



11. Applicant’s application for and use of Applicant’s Mark has not been authorized by Best Buy nor is Applicant affiliated with Best Buy.

12. There is no issue as to priority. Applicant filed its application on January 19, 2011 on an intent-to-use basis. In contrast, Best Buy has continuously used the BEST BUY Logo and Tag Design mark in commerce since 1989.

13. The BEST BUY mark, BEST BUY Logo and Tag Design mark each became famous prior to the application date for Applicant's Mark and prior to any use of Applicant's Mark.

14. Applicant's Goods are closely related to the services offered by Best Buy under the Best Buy Marks.

15. The mark that Applicant seeks to register so resembles the Best Buy Marks as to be likely, when used on or in connection with Applicant's Goods, to cause confusion, or to cause mistake, or to deceive. Customers and prospective customers are likely to mistakenly believe that Applicant's Goods offered under Applicant's Mark are sponsored, endorsed, or approved by Best Buy, or are in some way affiliated, connected, or associated with Best Buy. Registration therefore should be refused under 15 U.S.C. § 1052(d).

16. The mark that Applicant seeks to register so resembles the Best Buy Marks as to be likely, when used on or in connection with Applicant's Goods, to dilute the distinctive quality of the Best Buy Marks, in violation of 15 U.S.C. § 1125(c).

17. Registration of Applicant's Mark would be a source of damage to Best Buy because purchasers are likely to attribute the source or sponsorship of Applicant's Goods to Best Buy.

18. Registration of Applicant's Mark would be a further source of damage to Best Buy because it would confer upon Applicant various statutory presumptions to which it is not entitled in view of long prior use of the Best Buy Marks by Best Buy.

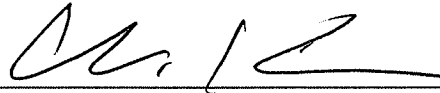
WHEREFORE, Opposer prays that Application Serial No. 85/221,661 be rejected, and that registration of the mark therein be refused pursuant to 15 U.S.C. §§ 1052(d), 1063 and 1125(c).

A filing fee in the amount of \$300.00 is being paid electronically via credit card with this Notice of Opposition. The Commissioner is authorized to draw on the Deposit Account of Fulbright & Jaworski L.L.P., Account No. 50-1212/BBUY.T0414US.OP/11107077/MSM if the online credit card payment is insufficient.

Respectfully submitted,

Dated: September 28, 2011

By:



Michael S. Metteauer  
Christopher Kindel  
FULBRIGHT & JAWORSKI L.L.P.  
98 San Jacinto Blvd., Suite 1100  
Austin, Texas 78701  
Tel: 512.474.5201  
Fax: 512.536.4598

ATTORNEYS FOR OPPOSER

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION has been served on VALLEYBUY LLC by mailing said copy on 28<sup>th</sup> day of September, 2011, via First Class Mail, postage prepaid to:

VALLEYBUY LLC  
1521 CONCORD PIKE STE 301  
WILMINGTON, DE 19803-3644

  
\_\_\_\_\_

# **EXHIBIT A**

Int. Cls.: 35, 37 and 42

Prior U.S. Cls.: 100, 101, 102, 103 and 106

Reg. No. 2,638,360

United States Patent and Trademark Office

Registered Oct. 22, 2002

**SERVICE MARK  
PRINCIPAL REGISTER**

**BESTBUY.COM**

BEST BUY CONCEPTS, INC. (NEVADA CORPORATION)  
BEST BUY CONCEPTS, INC.  
C/O TRIDENT TRUST COMPANY ONE CAPITAL  
PLACE, 4TH FLOOR  
GRAND CAYMAN, CAYMAN ISLANDS

FOR: ONLINE RETAIL STORE SERVICES IN THE FIELD OF MAJOR HOUSEHOLD APPLIANCES, PHOTOGRAPHIC EQUIPMENT, TELECOMMUNICATION EQUIPMENT, VIDEO EQUIPMENT, AUDIO EQUIPMENT, PERSONAL COMPUTERS AND OTHER HOME OFFICE PRODUCTS, IMAGING EQUIPMENT, DIGITAL EQUIPMENT, ENTERTAINMENT FURNITURE, COMPUTER SOFTWARE, ENTERTAINMENT SOFTWARE INCLUDING COMPACT DISCS, DIGITAL VERSATILE DISCS OR DVD, PRE-RECORDED AUDIO AND VIDEO CASSETTES, GIFT CARDS, BATTERIES, AUTOMOTIVE AUDIO EQUIPMENT ACCESSORIES AND RELATED MERCHANDISE; PROMOTING THE SALE OF THE SALE OF THE GOODS AND SERVICES BY CREATING AND IMPLEMENTING SWEEPSTAKES AND OTHER PROMOTIONAL OFFERS IN THE NATURE OF ENTERTAINMENT-RELATED COUPONS AND E-MAIL CAMPAIGNS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-23-2000; IN COMMERCE 1-23-2000.

FOR: INSTALLATION AND MAINTENANCE OF AUTOMOTIVE AUDIO EQUIPMENT, MAJOR HOUSEHOLD APPLIANCES, PHOTOGRAPHIC EQUIPMENT, VIDEO EQUIPMENT, AUDIO EQUIPMENT, IMAGING EQUIPMENT, DIGITAL EQUIPMENT, TELECOMMUNICATION EQUIPMENT, PERSONAL COMPUTERS, COMPUTER SOFTWARE, AND OTHER RELATED HOME OFFICE PRODUCTS AND MERCHANDISE, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 1-23-2000; IN COMMERCE 1-23-2000.

FOR: COMPUTER SERVICES IN THE NATURE OF ON-LINE PUBLICATIONS, REVIEWS, AND ARTICLES IN THE FIELD OF ENTERTAINMENT, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-12-2000; IN COMMERCE 6-12-2000.

OWNER OF U.S. REG. NOS. 1,379,703, 2,259,212 AND OTHERS.

SEC. 2(F).

SER. NO. 76-142,158, FILED 10-4-2000.

SALLY SHIN, EXAMINING ATTORNEY





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## Assignments on the Web &gt; Trademark Query

## Trademark Assignment Abstract of Title

**Total Assignments: 2****Serial #:** [76142158](#)**Filing Dt:** 10/04/2000**Reg #:** [2638360](#)**Reg. Dt:** 10/22/2002**Registrant:** Best Buy Concepts, Inc.**Mark:** BESTBUY.COM**Assignment: 1****Reel/Frame:** [2711/0483](#)**Received:** 04/23/2003**Recorded:** 04/22/2003**Pages:** 4**Conveyance:** MERGER**Assignor:** [BEST BUY CONCEPTS, INC.](#)**Exec Dt:** 03/02/2003**Entity Type:** CORPORATION**Citizenship:** NEVADA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BEST BUY ENTERPRISE SERVICES, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** KARI J. WANGENSTEENSENIOR CORPORATE COUNSEL  
CORPORATE LEGAL DEPARTMENT  
7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Assignment: 2****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
B6-LEGAL DEPARTMENT  
RICHFIELD, MN 55423

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UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

REGISTRATION NO: 2638360 SERIAL NO: 76/142158 MAILING DATE: 02/19/2008  
REGISTRATION DATE: 10/22/2002  
MARK: BESTBUY.COM  
REGISTRATION OWNER: BEST BUY ENTERPRISE SERVICES, INC.

**CORRESPONDENCE ADDRESS:**

Kari J. Wangenstein  
Best Buy Enterprise Services, Inc.  
7601 Penn Avenue South  
Legal Dept., B6-142  
Richfield MN 55423

**NOTICE OF ACCEPTANCE**

15 U.S.C. Sec. 1058(a)(1)

THE COMBINED AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

**ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.**

\*\*\*\*\*

**NOTICE OF ACKNOWLEDGEMENT**

15 U.S.C. Sec. 1065

THE AFFIDAVIT FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 15 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1065.

**ACCORDINGLY, THE SECTION 15 AFFIDAVIT IS ACKNOWLEDGED.**

\*\*\*\*\*

**THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):**

035, 037, 042.

SMITH, WYE JEAN  
PARALEGAL SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION  
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION  
ORIGINAL**

## **REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION**

### **I) SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

**Failure to file the Section 8 Affidavit will result in the cancellation of the registration.**

### **II) SECTION 9: APPLICATION FOR RENEWAL**

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

**Failure to file the Application for Renewal will result in the expiration of the registration.**

**NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,416,626

Registered Apr. 29, 2008

SERVICE MARK  
PRINCIPAL REGISTER

# BEST BUY

BEST BUY ENTERPRISE SERVICES, INC. (MINNESOTA CORPORATION)

7601 PENN AVENUE SOUTH

RICHFIELD, MN 55423

FOR: RETAIL STORE SERVICES IN THE FIELD OF CONSUMER ELECTRONICS AND HOUSEHOLD APPLIANCES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-9-1983; IN COMMERCE 10-9-1983.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,657,622, 2,804,099 AND OTHERS.

SEC. 2(F).

SER. NO. 76-681,653, FILED 9-6-2007.

ERNEST SHOSHO, EXAMINING ATTORNEY



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## Assignments on the Web &gt; Trademark Query

## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [76681653](#)**Filing Dt:** 09/06/2007**Reg #:** [3416626](#)**Reg. Dt:** 04/29/2008**Registrant:** Best Buy Enterprise Services, Inc.**Mark:** BEST BUY**Assignment: 1****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
B6-LEGAL DEPARTMENT  
RICHFIELD, MN 55423

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Web interface last modified: July 25, 2011 v.2.2

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Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,526,666

Registered Nov. 4, 2008

SERVICE MARK  
PRINCIPAL REGISTER



BEST BUY ENTERPRISE SERVICES, INC. (MINNESOTA CORPORATION)  
7601 PENN AVENUE SOUTH  
RICHFIELD, MN 55423

FOR: RETAIL STORE SERVICES IN THE FIELDS OF TELECOMMUNICATION AND INFORMATION TECHNOLOGY PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-1-2007; IN COMMERCE 8-1-2007.

OWNER OF U.S. REG. NOS. 1,657,622, 1,899,212, AND 2,196,852.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOBILE", APART FROM THE MARK AS SHOWN.

THE COLOR(S) YELLOW AND BLACK IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORDS "BEST BUY" IN BLACK INSIDE A YELLOW TAG DESIGN TOGETHER WITH THE WORD "MOBILE" IN BLACK LETTERS WHEREIN THE LETTER "O" IS COMPOSED OF AN AIR WAVES SYMBOL.

SEC. 2(F) "BEST BUY HAS BECOME DISTINCTIVE OF THE GOODS/SERVICES AS EVIDENCED BY THE OWNERSHIP ON THE PRINCIPAL REGISTER FOR THE SAME MARK FOR RELATED GOODS OR SERVICES OF U.S. REGISTRATION NO(S)3416626."

SER. NO. 77-318,423, FILED 10-31-2007.

CHRISIE B. KING, EXAMINING ATTORNEY



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## Assignments on the Web &gt; Trademark Query

## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [77318423](#)**Filing Dt:** 10/31/2007**Reg #:** [3526666](#)**Reg. Dt:** 11/04/2008**Registrant:** Best Buy Enterprise Services, Inc.**Mark:** BEST BUY MOBILE**Assignment: 1****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
B6-LEGAL DEPARTMENT  
RICHFIELD, MN 55423

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Int. Cls.: 35 and 37

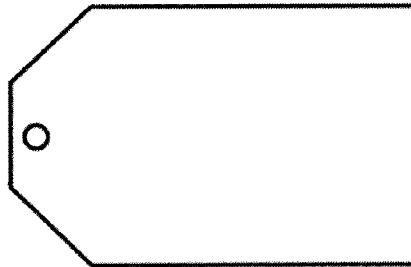
Prior U.S. Cls.: 100, 101, 102, 103 and 106

Reg. No. 3,615,955

United States Patent and Trademark Office

Registered May 5, 2009

SERVICE MARK  
PRINCIPAL REGISTER



BEST BUY ENTERPRISE SERVICES, INC. (MIN-  
NESOTA CORPORATION)  
B6 - LEGAL DEPARTMENT  
7601 PENN AVENUE SOUTH  
RICHFIELD, MN 55423

FOR: RETAIL STORE SERVICES IN THE FIELD  
OF CONSUMER ELECTRONICS AND HOUSE-  
HOLD APPLIANCES , IN CLASS 35 (U.S. CLS. 100,  
101 AND 102).

FIRST USE 6-6-1989; IN COMMERCE 6-6-1989.

FOR: INSTALLATION, MAINTENANCE, AND  
REPAIR OF CONSUMER ELECTRONICS AND  
HOUSEHOLD APPLIANCES, IN CLASS 37 (U.S.  
CLS. 100, 103 AND 106).

FIRST USE 6-6-1989; IN COMMERCE 6-6-1989.

OWNER OF U.S. REG. NOS. 1,657,622, 2,196,852  
AND OTHERS.

THE COLOR(S) YELLOW AND BLACK IS/ARE  
CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A TAG DESIGN IN  
THE COLOR YELLOW OUTLINED IN BLACK AS  
SHOWN IN THE DRAWING.

SER. NO. 77-586,929, FILED 10-7-2008.

LEIGH CAROLINE CASE, EXAMINING ATTOR-  
NEY





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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [77586929](#)**Filing Dt:** 10/07/2008**Reg #:** [3615955](#)**Reg. Dt:** 05/05/2009**Registrant:** Best Buy Enterprise Services, Inc.**Mark:****Assignment: 1****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
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RICHFIELD, MN 55423

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# United States of America

United States Patent and Trademark Office



**Reg. No. 3,796,621**

**Registered June 1, 2010**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

BBY SOLUTIONS, INC. (MINNESOTA CORPORATION)  
7601 PENN AVENUE SOUTH  
RICHFIELD, MN 55423

FOR: RETAIL STORE SERVICES IN THE FIELD OF CONSUMER ELECTRONICS, MAJOR HOUSEHOLD APPLIANCES, HOME THEATER EQUIPMENT, PHOTOGRAPHIC EQUIPMENT, CELLULAR PHONES, TELECOMMUNICATIONS PRODUCTS AND SERVICES, INFORMATION TECHNOLOGY PRODUCTS, VIDEO EQUIPMENT, AUDIO EQUIPMENT, PORTABLE ELECTRONIC DEVICES AND RELATED ACCESSORIES, PERSONAL COMPUTERS AND OTHER HOME OFFICE PRODUCTS, IMAGING EQUIPMENT, DIGITAL EQUIPMENT, VIDEO AND ELECTRONIC GAMES, VIDEO AND ELECTRONIC GAME EQUIPMENT AND ACCESSORIES, ENTERTAINMENT FURNITURE, COMPUTER SOFTWARE, ENTERTAINMENT SOFTWARE, COMPACT DISCS, DIGITAL VERSATILE DISCS OR DVDS, AUDIO AND VIDEO RECORDINGS, GIFT CARDS, BOOKS, MAGAZINES, BATTERIES, AUTOMOTIVE AUDIO EQUIPMENT, PROVISION OF CONSUMER PRODUCT INFORMATION AND CONSUMER ADVICE RELATING TO THE FOREGOING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-7-2008; IN COMMERCE 8-7-2008.

OWNER OF U.S. REG. NOS. 1,657,622, 3,416,626, AND OTHERS.

THE COLOR(S) BLUE, WHITE, AND YELLOW IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SEC. 2(F) AS TO "BEST BUY".

THE MARK CONSISTS OF WORDS "BEST BUY" IN THE COLOR WHITE AND A TAG DESIGN IN THE COLOR YELLOW WITH A BLUE BACKGROUND AS SHOWN IN THE DRAWING.

SN 77-575,922, FILED 9-22-2008.

ROBERT STRUCK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office



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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [77575922](#)**Filing Dt:** 09/22/2008**Reg #:** [3796621](#)**Reg. Dt:** 06/01/2010**Registrant:** BBY SOLUTIONS, INC.**Mark:** BEST BUY**Assignment: 1****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
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RICHFIELD, MN 55423

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**United States of America**  
United States Patent and Trademark Office

**Best Buy** 

**Reg. No. 3,807,735**

**Registered June 22, 2010**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

BBY SOLUTIONS, INC. (MINNESOTA CORPORATION)  
7601 PENN AVENUE SOUTH  
RICHFIELD, MN 55423

FOR: RETAIL STORE SERVICES IN THE FIELD OF CONSUMER ELECTRONICS, MAJOR HOUSEHOLD APPLIANCES, HOME THEATER EQUIPMENT, PHOTOGRAPHIC EQUIPMENT, CELLULAR PHONES, TELECOMMUNICATIONS PRODUCTS AND SERVICES, INFORMATION TECHNOLOGY PRODUCTS, VIDEO EQUIPMENT, AUDIO EQUIPMENT, PORTABLE ELECTRONIC DEVICES AND RELATED ACCESSORIES, PERSONAL COMPUTERS AND OTHER HOME OFFICE PRODUCTS, IMAGING EQUIPMENT, DIGITAL EQUIPMENT, VIDEO AND ELECTRONIC GAMES, VIDEO AND ELECTRONIC GAME EQUIPMENT AND ACCESSORIES, ENTERTAINMENT FURNITURE, COMPUTER SOFTWARE, ENTERTAINMENT SOFTWARE, COMPACT DISCS, DIGITAL VERSATILE DISCS OR DVDS, AUDIO AND VIDEO RECORDINGS, GIFT CARDS, BOOKS, MAGAZINES, BATTERIES, AUTOMOTIVE AUDIO EQUIPMENT, PROVISION OF CONSUMER PRODUCT INFORMATION AND CONSUMER ADVICE RELATING TO THE FOREGOING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-7-2008; IN COMMERCE 8-7-2008.

OWNER OF U.S. REG. NOS. 2,196,852, 3,416,626, AND OTHERS.

SEC. 2(F) AS TO "BEST BUY".

THE MARK CONSISTS OF THE WORDS "BEST BUY" AND A TAG DESIGN.

SN 77-559,242, FILED 8-29-2008.

ROBERT STRUCK, EXAMINING ATTORNEY



*David S. Kyffes*

Director of the United States Patent and Trademark Office



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## Trademark Assignment Abstract of Title

**Total Assignments: 1****Serial #:** [77559242](#)**Filing Dt:** 08/29/2008**Reg #:** [3807735](#)**Reg. Dt:** 06/22/2010**Registrant:** BBY SOLUTIONS, INC.**Mark:** BEST BUY**Assignment: 1****Reel/Frame:** [4008/0755](#)**Received:** 06/22/2009**Recorded:** 06/22/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BEST BUY ENTERPRISE SERVICES, INC.](#)**Exec Dt:** 03/01/2009**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Entity Type:** CORPORATION**Citizenship:** MINNESOTA**Assignee:** [BBY SOLUTIONS, INC.](#)7601 PENN AVENUE SOUTH  
RICHFIELD, MINNESOTA 55423**Correspondent:** CALDWELL A. CAMERO, ESQ.7601 PENN AVENUE SOUTH  
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